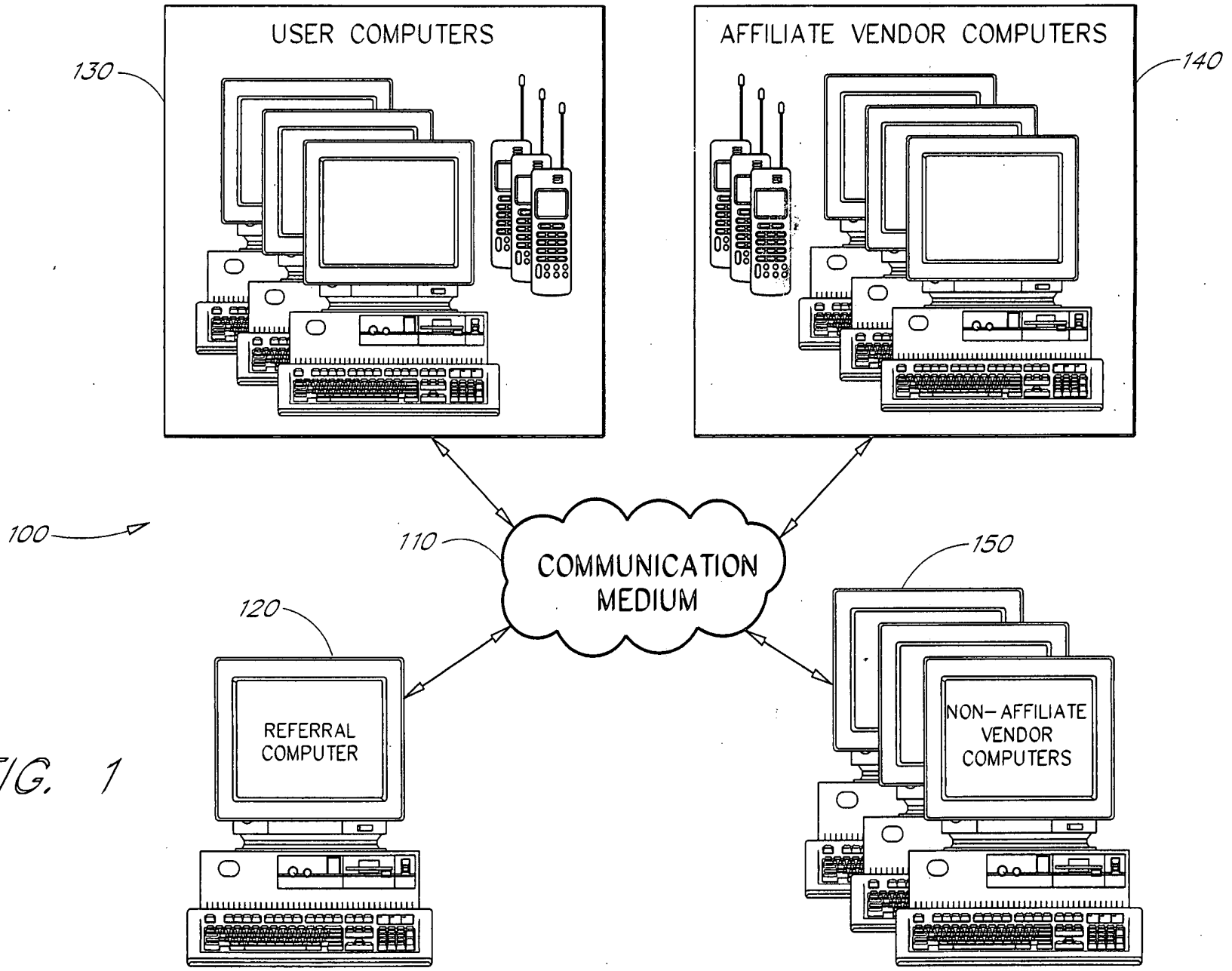

USER COMPUTERS
130
AFFILIATE VENDOR COMPUTERS
140
100
110
COMMUNICATION MEDIUM
120
REFERRAL COMPUTER
150
NON-AFFILIATE VENDOR COMPUTERS

FIG. 1

09755270 - 041801

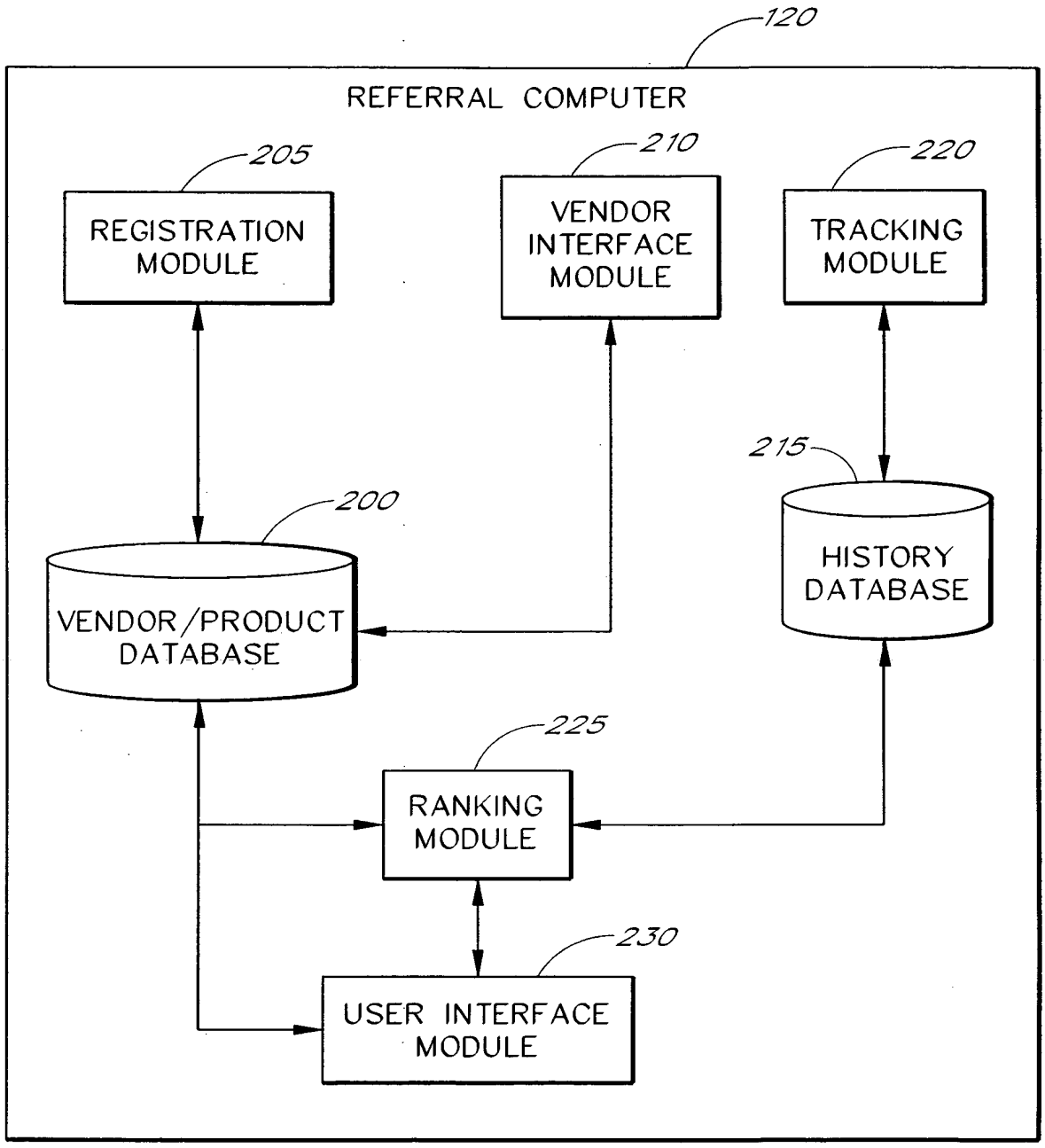


FIG. 2

09595208-040104

300

ATTRIBUTE TABLE

FIELD	
ATTRIBUTE ID	302
GROUP ID	304
NAME	306
VALUE	308

FIG. 3A

310

ATTRIBUTE GROUP TABLE

FIELD	
GROUP ID	304
CATEGORY ID	312
NAME	306
TYPE	314

FIG. 3B

316

CATEGORY TABLE

FIELD	
CATEGORY ID	312
PARENT ID	318
NAME	306
CATEGORY NOUN	319

FIG. 3C

OFFER TABLE 356

FIELD	
PRODUCT ID	334
VENDOR ID	320
PRICE	336
AVAILABILITY	338
START TIME	340
END TIME	342
CLICK URL	344
CLICK LIKELIHOOD	346
BUY LIKELIHOOD	348
REBATE AMOUNT	347
REBATE TYPE	349

FIG. 3H

PRODUCT TABLE 358

FIELD	
PRODUCT ID	334
MANUFACTURER ID	350
MODEL NUMBER	360
NAME	306
IMAGE URL	364

FIG. 3I

PRODUCT ATTRIBUTE TABLE 366

FIELD	
PRODUCT ID	334
ATTRIBUTE ID	302

FIG. 3J

05656780.3446804

318

CATEGORY BID TABLE

FIELD	
VENDOR ID	320
CATEGORY ID	312
CLICK BID	322
PURCHASE BID	324
PURCHASE FRACTION	326

FIG. 3D

328

CATEGORY SYNONYM TABLE

FIELD	
CATEGORY ID	312
SYNONYM	330

FIG. 3E

PRODUCT BID TABLE 368

FIELD	
VENDOR ID	320
PRODUCT ID	334
CLICK BID	322
PURCHASE BID	324
PURCHASE FRACTION	326
CATEGORY ID	312

FIG. 3K

PRODUCT CATEGORY TABLE 376

FIELD	
PRODUCT ID	334
CATEGORY ID	312

FIG. 3L

PRODUCT DESCRIPTION TABLE 378

FIELD	
PRODUCT ID	334
DESCRIPTION	380

FIG. 3M

PRODUCT KEYWORD TABLE 382

FIELD	
PRODUCT ID	334
KEYWORD	384

FIG. 3N

EXPRESS MAIL NO. EV339145245US

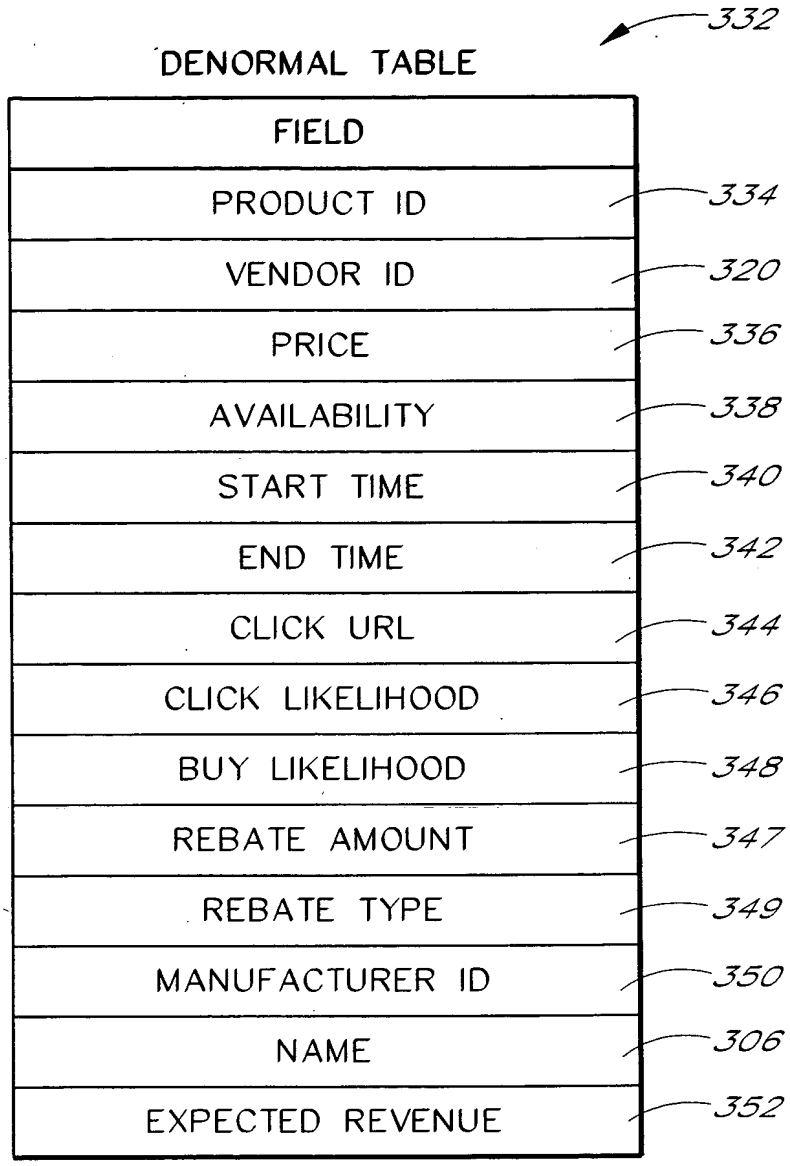


FIG. 3F

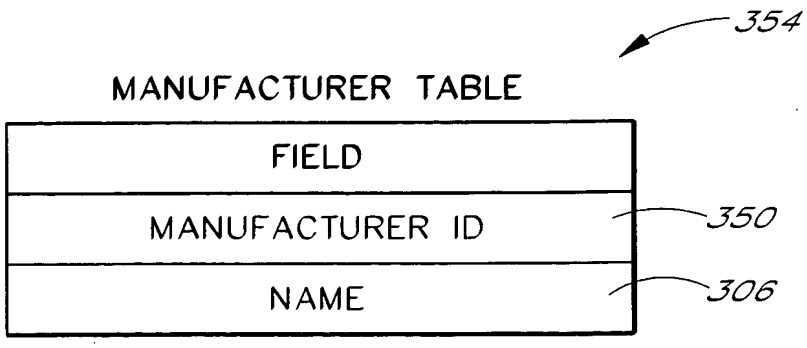


FIG. 3G

EBAY 05952706.1

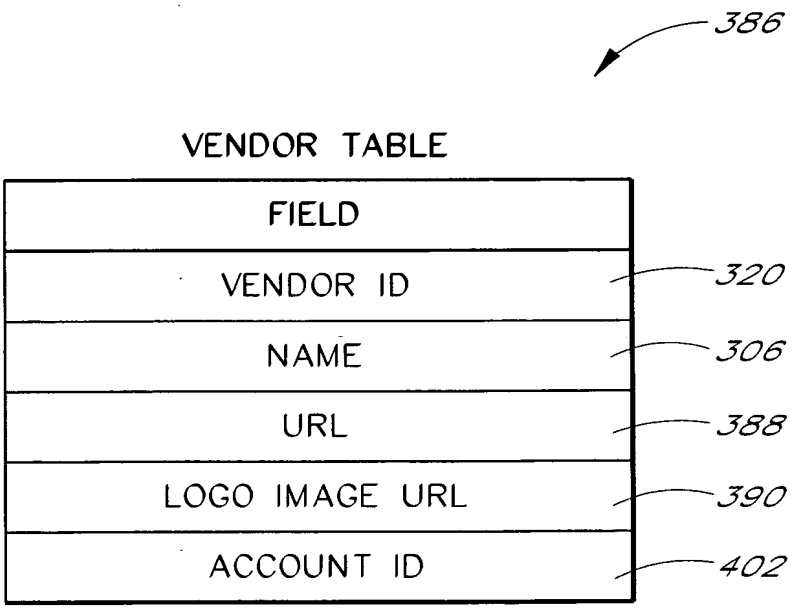


FIG. 30

09752970.081301

404

VENDOR ACCOUNT TABLE

FIELD	
ACCOUNT ID	402
CONTACT LAST NAME	406
CONTACT FIRST NAME	408
CONTACT MIDDLE INITIAL	410
CONTACT PHONE	412
CONTACT FAX	414
CONTACT E-MAIL	416
CONTACT ADDRESS 1	418
CONTACT ADDRESS 2	420
CONTACT CITY	422
CONTACT STATE	424
CONTACT ZIP	426
CONTACT COUNTRY	428
USER NAME	430
PASSWORD	432
BILLING LAST NAME	434
BILLING FIRST NAME	436
BILLING MIDDLE INITIAL	438
BILLING PHONE	440
BILLING ADDRESS 1	444
BILLING ADDRESS 2	446
BILLING CITY	448
BILLING STATE	450
BILLING ZIP	452
BILLING COUNTRY	454
BILLING E-MAIL	456

FIG. 3P

05752700.041501

460

SPREAD REQUEST TABLE

FIELD	
ACCOUNT ID	402
VENDOR ID	320
UPLOAD NAME	462
STORAGE NAME	464
UPLOAD TIMESTAMP	466

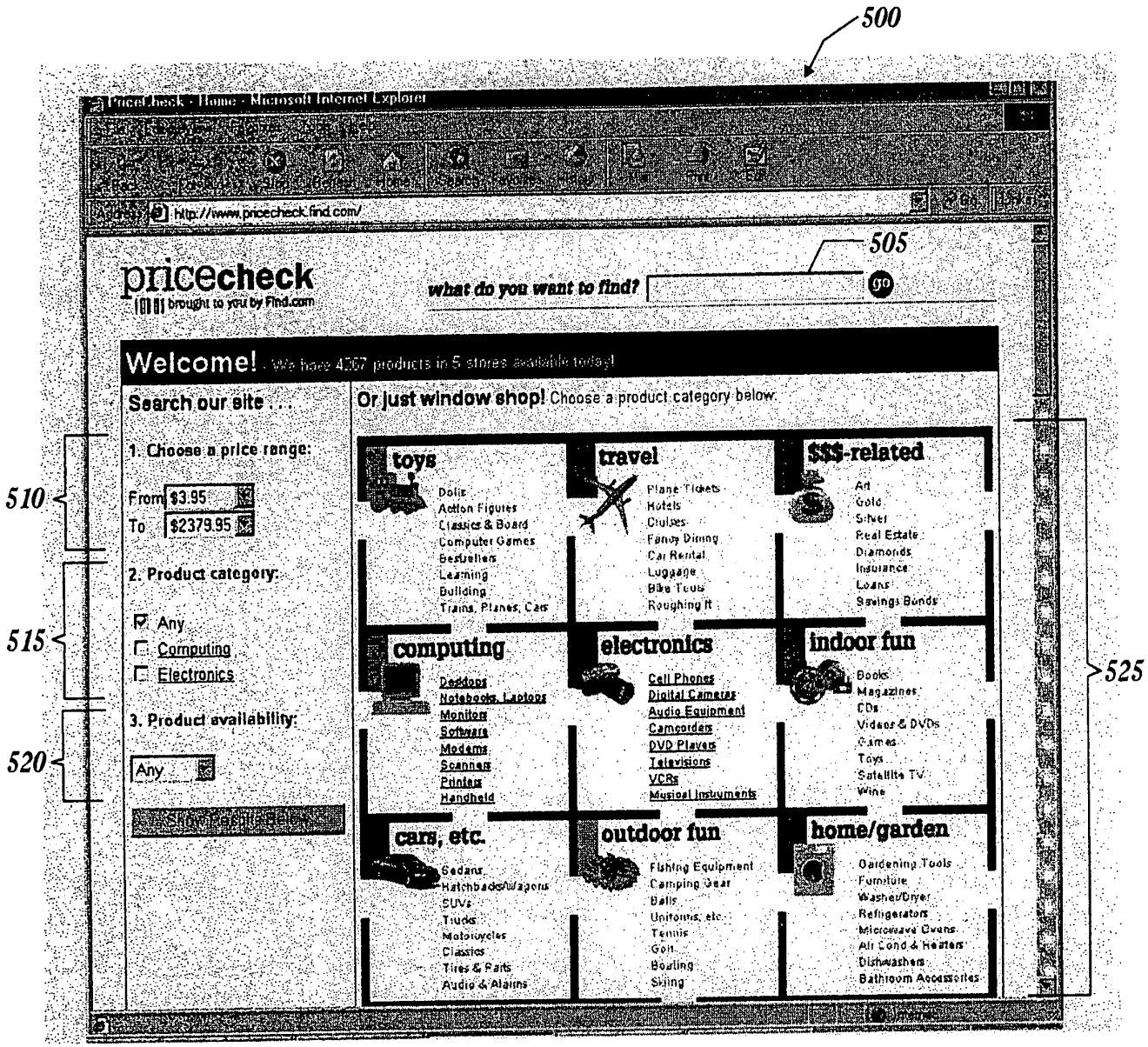
FIG. 3Q

470

CRAWL REQUEST TABLE

FIELD	
ACCOUNT ID	402
VENDOR ID	320
CRAWL URL	472

FIG. 3R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505
510
515
520
525
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3. Product availability:
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Plane Tickets
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Cruises
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Car Rental
Luggage
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Monitors
Software
Modems
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electronics
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Digital Cameras
Audio Equipment
Camcorders
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Magazines
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Satellite TV
Wine
cars, etc.
Sedans
Hatchbacks/Wagons
SUVs
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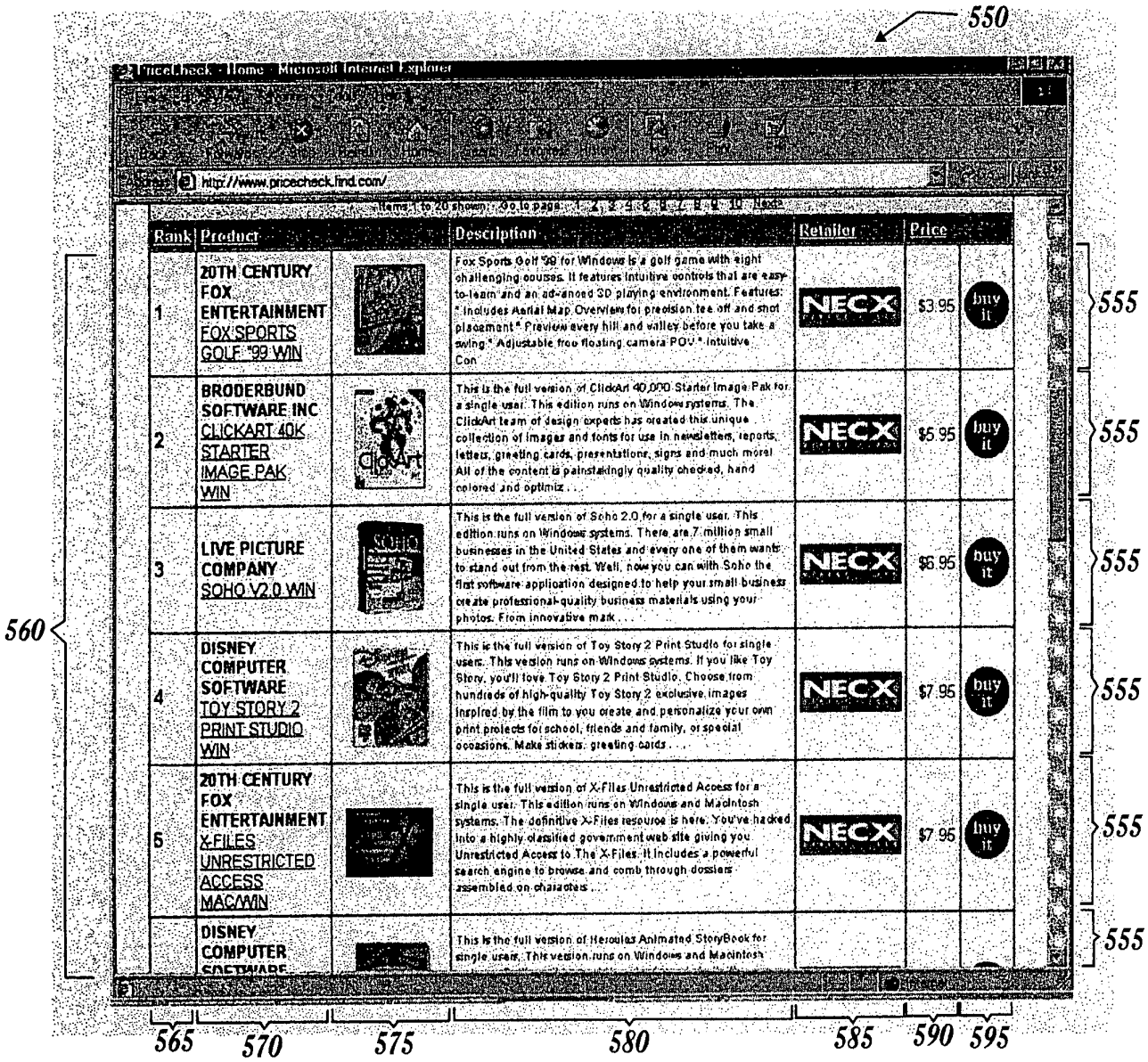
Golf
Bowling
Skiing
home/garden
Gardening Tools
Furniture
Washer/Dryer
Refrigerators
Microwave Ovens
Air Cond & Heaters
Dishwashers
Bathroom Accessories

FIG. 4


550
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Price
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555
560
565
570
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595

FIG. 5

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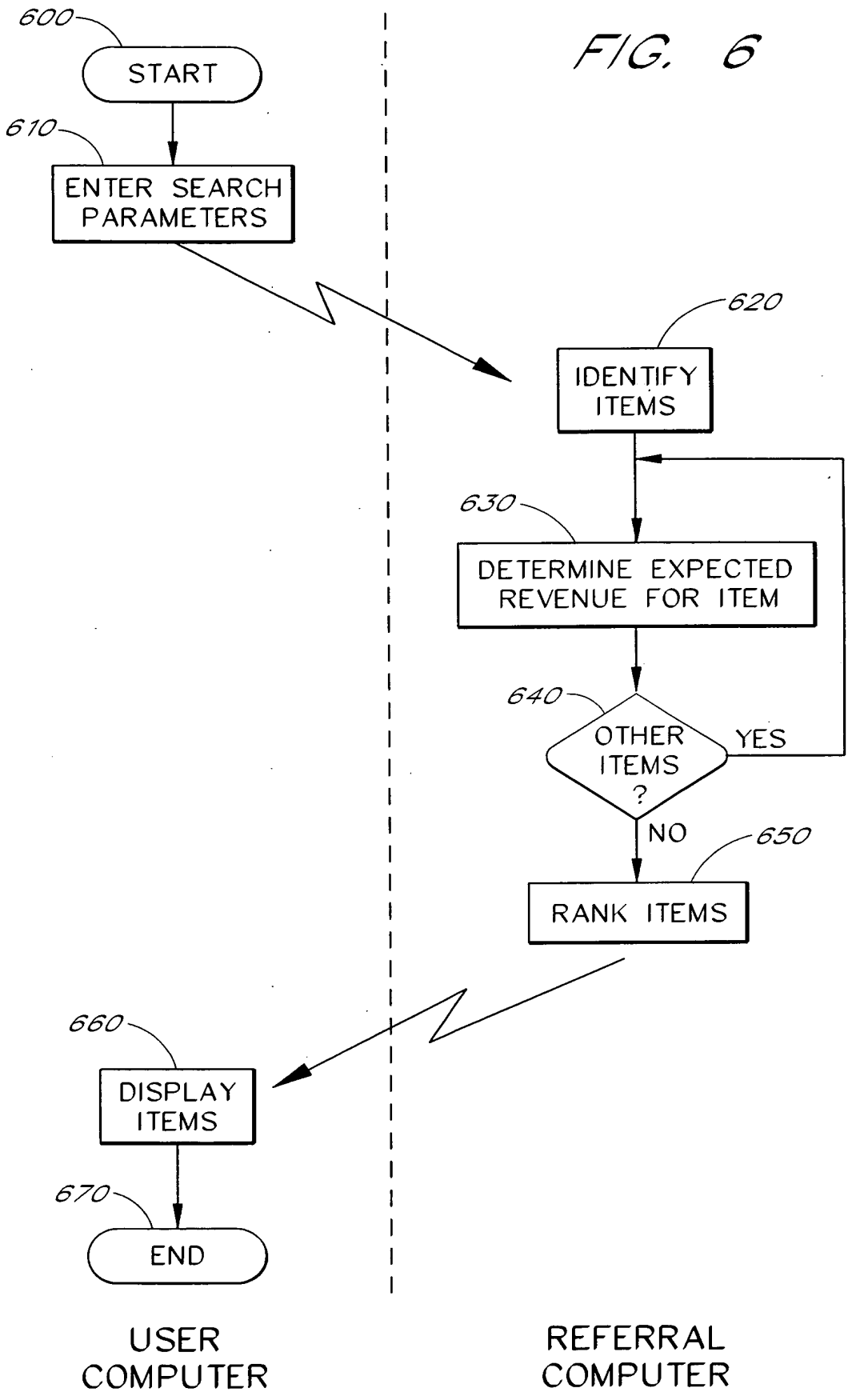
FIG. 6



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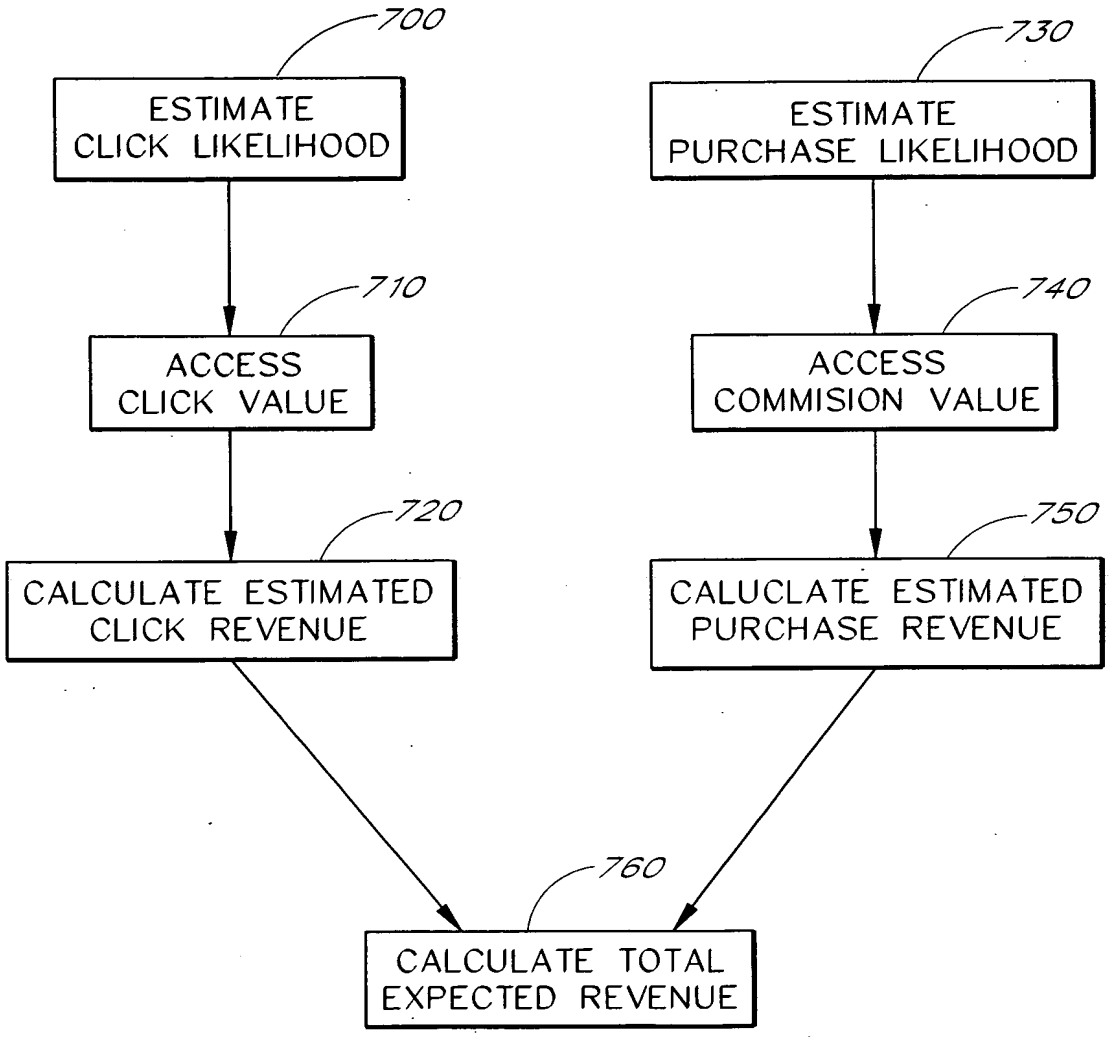

FIG. 7